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UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

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In re

Chapter 11

ULTRA STORES, INC., et al.,

Case No. 09-11854 (BRL)

Debtors.

Jointly Administered

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**NOTICE OF OCCURRENCE OF EFFECTIVE DATE OF MODIFIED
FIRST CONSOLIDATED PLAN OF REORGANIZATION OF ULTRA STORES,
INC., et. al., UNDER CHAPTER 11 OF THE UNITED STATES BANKRUPTCY CODE**

PLEASE TAKE NOTICE that on **July 31, 2009**, the Modified First Consolidated Plan of Reorganization of Ultra Stores, Inc., *et al.* Under Chapter 11 of the United States Bankruptcy Code (the “Plan”)¹ filed by the above captioned debtors and debtors in possession (the “Debtors”) became effective. The Plan and the Findings of Fact, Conclusions of Law and Order under Sections 1129 (a) and (b) of the Bankruptcy Code and Rule 3020 of the Bankruptcy Rules Confirming Modified First Consolidated Plan of Reorganization of Ultra Stores, Inc., *et al.* Under Chapter 11 of the United States Bankruptcy Code, entered on July 28, 2009 [Docket No.

¹ Unless otherwise defined herein, capitalized terms used herein shall have the meaning ascribed to such terms in the Plan or Confirmation Order, as applicable.

243] (the “Confirmation Order”) may be obtained by contacting the undersigned counsel (attention: Hanh V. Huynh) and may also be accessed on the internet at <http://www.kcellc.net/UltraStores>.

Dated: New York, New York
August 3, 2009

HERRICK, FEINSTEIN LLP
*Proposed Attorneys for the Debtors and
Debtors-in-Possession*

By: /s/ Joshua J. Angel
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